

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for selectively delivering legal information communications for documents, comprising the steps of:

receiving an input, wherein the input is a document-triggering event operative to cause a document to be delivered to a user;

identifying a location of the user associated with the input;

determining whether that the location is in a legal information communication jurisdiction that requires legal information communication to be delivered with documents, the legal information communication describing a relationship between trademarks associated with the input and the documents; and

delivering at least one document based at least in part on the input, wherein the at least one document is delivered with ~~[[a]] the legal information communication if the location is determined to be in the legal information communication jurisdiction;~~

wherein the identifying and determining are performed by a processor.

2. (Original) The method of claim 1, wherein the legal information communication comprises a disclaimer.

3. (Original) The method of claim 1, wherein the input is a search query from a user.

4. (Original) The method of claim 1, wherein the input comprises a concept associated with at least one targeted advertisement, and further comprising the steps of:

associating a concept with the at least one targeted advertisement; and

selecting the at least one targeted advertisement for delivery to a user in response to the input, wherein the concept is associated with the input.

5. (Original) The method of claim 1, wherein the input comprises a request for an advertisement associated with one or more concepts, and wherein the advertisement is a targeted advertisement associated with the one or more concepts.

6. (Original) The method of claim 1, wherein the legal information communication comprises an acknowledgment request.

7. (Original) The method of claim 6, further comprising the action of receiving response to the acknowledgment.

8. (Original) The method of claim 7, wherein the response is received prior to displaying the document to the user.

9. (Original) The method of claim 1, wherein the receiving, identifying, determining, and delivering steps are performed automatically.

10. (Currently Amended) The method of claim [[1]] 5, wherein the legal information communication indicates that ~~the~~ at least one targeted advertisement might not be sponsored by any trademark holder.

11. (Currently Amended) The method of claim [[1]] 10, wherein the targeted advertisement is positioned for display based at least in part on a ranking among advertisements for the concept, the ranking being based at least on a price parameter amount.

12. (Currently Amended) The method of claim [[1]] 5, further comprising the action of:

approving the advertisement for display for offensive material and for relevancy to the concept with which the advertisement has been associated.

13. (Currently Amended) The method of claim [[1]] 5, further comprising the action of:

approving the advertisement for trademark usage.

14. (Original) The method of claim 1, wherein the determining action comprises identifying the Internet protocol address of the source.

15. (Original) The method of claim 1, wherein the determining action comprises identifying the country where the source is located.

16. (Currently Amended) The method of claim [[1]] 5, wherein the targeted advertisement is displayed on one or more of a content page and a search result page.

17. (Original) The method of claim 15, wherein the content page comprises one or more of a web page, email and print media.

18. (Currently Amended) The method of claim [[1]] 5, wherein the advertisement comprises one or more of an image, animation, pop-up ability, sound, voice and music.

19. (Currently Amended) The method of claim [[1]] 5, wherein determining whether to provide the legal information communication is further based at least in part on whether the targeted advertisement is a comparative ad.

20. (Original) The method of claim 1, wherein the document is an advertisement.

21. (Original) The method of claim 1, wherein the document is a targeted advertisement of an advertiser, wherein the targeted advertisement was associated with a concept by the advertiser, and wherein the targeted advertisement is selected to be delivered based at least in part on its association with the concept.

22. (Original) The method of claim 20, wherein the concept is at least one of one or more subject matters, one or more locations in semantic space, and one or more key words.

23. (Currently Amended) A system for selectively providing legal information communications in documents, comprising:

a server that receives input and delivers documents based at least in part on the input to a location, wherein the server utilizes a trademark legal information communication if the location

is in a legal information communication jurisdiction;

an identification module that identifies the location; and

a processor that determines ~~whether that~~ the location is in a legal information communication jurisdiction that requires legal information communication to be delivered with documents, the legal information communication describing a relationship between trademarks associated with the input and the documents, the processor receiving a request, and delivering a document in response to the request where delivering the document includes delivering with the document ~~[[a]]~~ the legal information communication if the location is in the legal information communication jurisdiction.

24. (Previously Presented) The system of claim 23, wherein the document comprises a targeted advertisement.

25. (Previously Presented) The system of claim 23, wherein the document comprises a targeted advertisement, and the targeted advertisement is displayed on one or more of a content page and a search result page.

26. (Original) The system of claim 23, wherein the content page comprises one or more of a web page, email, and print media.

27. (Previously Presented) The system of claim 23, wherein the input comprises a search query by a user.

28. (Previously Presented) The system of claim 23, wherein the document comprises an advertisement, and the advertisement comprises one or more of an image, animation, pop-up ability, sound, voice, and music.

29. (Currently Amended) A method for selectively providing documents, comprising:

receiving a request for a document associated with a concept, the document to be provided to a user;

identifying a location associated with the request;
determining ~~whether that~~ the concept is not identified with any trademark recognized by the jurisdiction of the location; and
~~responsive to a determination that the concept is not identified with any trademark recognized by the jurisdiction of the location,~~ providing a first document associated with the concept,
wherein the identifying and the determining are performed by a processor.

30. (Previously Presented) The method of claim 29, wherein the document is displayed on one or more of a content page and a search result page.

31. (Original) The method of claim 29, wherein the content page comprises one or more of a web page, email, and print media.

32. (Previously Presented) The method of claim 29, wherein the concept comprises at least one or more keywords entered as a search request.

33. (Previously Presented) The method of claim 29, wherein the document comprises one or more of an image, animation, pop-up ability, sound, voice, and music.

34. (Previously Presented) The method of claim 29, wherein the document comprises a targeted advertisement.

35. (Currently Amended) A system for selectively providing documents, comprising:
a server that receives a request for a document associated with a concept, the document to be provided to a user;
an identification module that identifies a location associated with the request;
a processor that determines ~~whether that~~ the concept is not identified with any trademark recognized by the jurisdiction of the location; and
an output device that provides a first document associated with the concept ~~if the concept is not identified with any trademark recognized by the jurisdiction of the location.~~

36. (Previously Presented) The system of claim 35, wherein the document is displayed on one or more of a content page and a search result page.

37. (Original) The system of claim 35, wherein the content page comprises one or more of a web page, email, and print media.

38. (Previously Presented) The system of claim 35, wherein the request comprises a search query by a user.

39. (Previously Presented) The system of claim 35, wherein the first document comprises one or more of an image, animation, pop-up ability, sound, voice, and music.

40. (Previously Presented) The system of claim 35, wherein the first document comprises a targeted advertisement.

41. (Currently Amended) A method for selectively delivering documents, comprising:

receiving a request for a document associated with a concept;

determining whether the concept is identified with a trademark; and

delivering the document with a trademark legal information communication based at least in part on whether the concept is identified with a trademark, the trademark legal information communication indicating that the document delivered is not associated with the trademark, wherein the receiving and determining are performed by a processor.

42. (Previously Presented) The method of claim 41, wherein the request comprises a search query from a user.

43. (Original) The method of claim 41, wherein the document is displayed on one or more of a content page and a search result page.

44. (Previously Presented) The method of claim 41, wherein the content page comprises one or more of a web page, email, and print media.

45. (Currently Amended) The method of claim 41, further comprising: ~~the action of~~ denying the request responsive to a determination that the concept is identified with a trademark.

46. (Currently Amended) The method of claim 41, further comprising: ~~the action of~~ determining whether the location is in a legal information communication jurisdiction responsive to a determination that the concept is identified with a trademark.

47. (Currently Amended) The method of claim 45, further comprising: ~~the action of~~ delivering the document with the trademark legal information communication responsive to a determination that the location is in the legal information communication jurisdiction,

48. (Currently Amended) The method of claim 45, further comprising: ~~the action of~~ delivering the document responsive to a determination that the concept is not in the legal information communication jurisdiction.

49. (Currently Amended) The method of claim 41, further comprising ~~the actions of~~:
responsive to a determination that the concept is not identified with a trademark:
identifying the location of a user;
determining whether to provide the trademark legal information communication based at least in part on the location; and
delivering at least one document to the user based at least in part on the input, wherein the at least one document is delivered with the trademark legal information communication if the location is determined to be in the legal information communication jurisdiction.

50. (Previously Presented) The method of claim 41, wherein the document comprises one or more of an image, animation, pop-up ability, sound, voice, and music.

51. (Previously Presented) The method of claim 41, wherein the document is a targeted advertisement.

52. (Previously Presented) A system for selectively approving documents for association with a concept, comprising:

a server that receives a request to associate a document with a concept; and
a processor that determines whether the concept is associated with a trademark, wherein the processor is further configured to deny the request responsive to a determination that the concept is identified with the trademark.

53. (Previously Presented) The system of claim 52, wherein the document is a targeted advertisement.

54. (Previously Presented) The system of claim 52, wherein the request comprises a search query from a user.

55. (Previously Presented) The system of claim 52, wherein the documents is displayed on one or more of a content page and a search result page.

56. (Previously Presented) The system of claim 53, wherein the content page comprises one or more of a web page, email, and print media.

57. (Previously Presented) The system of claim 52, wherein the request is operative to cause content to be delivered to a location, and wherein the server is further configured to identify the location, determine whether to provide a legal information communication based at least in part on the location; and deliver at least one document based at least in part on the input, wherein the at least one targeted advertisement is delivered with a legal information communication if the location is determined to be in a legal information communication jurisdiction, responsive to a determination that the concept is not identified with a trademark.

58. (Previously Presented) A method for providing targeted advertisements, comprising the steps of:

storing a list of trademarks and trademark owners in a database;
receiving from an advertiser a request to associate an advertisement with a concept;
processing the database to determine whether the concept is associated with a trademark not owned by the advertiser;
responsive to a determination that the concept is identified with a trademark not owned

by the advertiser, denying the request; and

responsive to a determination that the concept is not identified with a trademark not owned by the advertiser, associating the advertisement with the concept, wherein the processing, denying, and associating are performed by a processor.

59. (Original) The method of claim 58, wherein the list comprises a list of registered trademarks in at least one jurisdiction.

60. (Original) The method of claim 58, further comprising the action of indicating that the advertisement is a comparative advertisement responsive to a determination that the concept is a trademark not owned by the advertiser.

61. (Original) The method of claim 58, further comprising ~~the actions of:~~ receiving a request for an advertisement associated with the concept; and delivering the advertisement.

62 -63. (Cancelled)

64. (Previously Presented) A method of selectively delivering documents responsive to received information comprising:

receiving a request related to a concept from a requesting system;

identifying one or more documents for possible delivery in response to the request based on the concept; and

determining whether to deliver the one or more documents based at least in part on one or more trademark factors and an acceptance level for trademark usage associated with the requesting system,

wherein the identifying and determining are performed by a processor.

65. (Original) The method of claim 64 wherein the acceptance level indicates the requesting system's willingness to accept documents associated with trademark-related concepts.

66. (Original) The method of claim 64 wherein the documents comprise advertisements.

67. (Original) The method of claim 64 further comprising the action of determining whether to include a legal information communication with the document based in part on the acceptance level for trademark usage.

68. (Original) The method of claim 64 wherein the determining action is based in part on the location of the requesting system.

69. (Original) The method of claim 64 wherein the determining action is based in part on the location of a user to whom the requesting system delivers the document.

70. (Original) The method of claim 64 wherein determining action is based in part on a location factor.

71. (Original) The method of claim 70 wherein the determining action is based at least in part on a trademark usage level set for the location.

72. (Original) The method of claim 71 wherein the determining action uses the more restrictive trademark usage level between the location-based level and the receiving system's acceptance level.

73. (Original) A system comprising:
receiving means for receiving a request related to a concept from a requesting system;
identification means for identifying one or more documents for possible delivery in response to the request based on the concept; and
determination means for determining whether to deliver the one or more documents based at least in part on one or more trademark factors and an acceptance level for trademark usage associated with the requesting system.

74. (Original) The system of claim 73 wherein the acceptance level indicates the requesting system's willingness to accept documents associated with trademark-related concepts.

75. (Original) The system of claim 73 wherein the documents comprise advertisements.

76. (Original) The system of claim 73 wherein the determination means determines whether to include a legal information communication with the document based in part on the acceptance level for trademark usage.

77. (Original) The system of claim 73 wherein the determination means determines whether to deliver the one or more documents based in part on the location of the requesting system.

78. (Original) The system of claim 73 wherein the determination means determines whether to deliver the one or more documents based in part on the location of a user to whom the requesting system delivers the document.

79. (Original) The system of claim 73 wherein the determination means determines whether to deliver the one or more documents based in part on a location factor.

80. (Original) he system of claim 79 wherein the determination means determines whether to deliver the one or more documents based at least in part on a trademark usage level set for the location.

81. (Original) The system of claim 80 wherein the determination means determines whether to deliver the one or more documents based the determining action using the more restrictive trademark usage level between the location-based level and the receiving system's acceptance level.

82. (Previously Presented) A method of selectively delivering advertisements responsive to received information comprising:

receiving a request related to a concept from a requesting system;

identifying one or more documents for possible delivery in response to the request based no the concept; and

determining whether to deliver the one or more documents depending on whether a trademark usage rating associated with the one or more documents complies with a trademark acceptance level associated with the receiving system,

wherein the identifying and determining are performed by a processor.